SUMMARY OF PRELIMINARY FINDINGS RE:
SURVEY OF SUPERINTENDENTS OF SCHOOLS

QUESTION: Is there a market for Selecting and Specifying?

A surprisingly large number of school systems either have or plan to add computer access for teacher use in the following fields of instruction:

- Math 71%
- Science 60%
- Social Studies 49%

Most consider that such usage will become more important over the next five years:

- Much More 21%
- Somewhat More 56%
- About the Same 18%

QUESTION: What is the expected manner of use of Selecting and Specifying?

Inservice training appears to be the most needed and desired mode of use:

- A majority (67 percent) would prefer that teachers receive training in a district inservice program.
- Seventy-five percent of them would offer such courses if satisfactory training material becomes available.
- Most (70 percent) would budget from $75.00 to $150.00 per teacher for such training.

More than half of the group did not know of any training material currently available and only 7 percent found available materials to be satisfactory.

QUESTION: Is there a market for Data Management and Decision Making?

A great majority of superintendents consider training in computer-assisted management and decision making desirable for their school administrators, particularly for central office and secondary school administrators:

- Central Office 89%
- Senior High School Principals 86%
- Junior High School Principals 78%
- Elementary School Principals 73%

Yet very few reported that the current staff have such ability:

- Central Office 10-25%
- Senior High School About 10%
- Junior High & Elementary Administrators Less than 10%

All superintendents reporting said that within five years the use of computers for administrative decisions would be more important or at least as important as it now is:

- Much More Important 33%
- Somewhat More Important 53%
- About the Same 14%
- Less Important 0

QUESTION: What is the expected manner of use of Data Management and Decision Making?

Most superintendents prefer to offer inservice opportunities for administrators during the summer; but some prefer that such opportunities be offered at a college or university:

- Summer Workshops 64%
- At a College or University 6%
- No Preference 30%

Currently school districts in growing numbers (68 percent) are using computers or plan to obtain the use of computers for management and a sizable number (55 percent) have a person whom they consider capable of offering inservice training if there were satisfactory training materials.

Only 5 percent know of training materials which they consider satisfactory for such training.

Respondents indicated that they would budget up to approximately $250.00 per person for inservice training in the areas addressed in the Data Management and Decision Making materials.

SUMMARY OF PRELIMINARY FINDINGS RE:
SURVEY OF PROFESSORS OF EDUCATIONAL ADMINISTRATION

QUESTION: Is there a market for Data Management and Decision Making?

- Most of the universities responding are either offering training in the use of computers for management or are contemplating doing so. About one-third do not plan to offer the courses in the near future.

- The largest number doing so offer it as a separate elective course (34 percent); however, a sizable group (28 percent) provide it as part of one of their regular courses in administration. Together this represents 62 percent of those responding.

- About half of the universities offer inservice courses in the use of the computer to practicing administrators.

- Even though not all universities offer it, a very small minority, only 4 percent, stated that they do not consider the use of the computer in administrator training important. The others stated that it is very important (38 percent), or somewhat important (56 percent).

- However, almost all respondents (91 percent) were of the opinion that it will increase in importance within the next five years.

SUMMARY OF PRELIMINARY FINDINGS RE:
SURVEY OF PROFESSORS OF BUSINESS ADMINISTRATION

QUESTION: Is there a market for Data Management and Decision Making?

Based on early findings, it appears that a substantial potential market exists for the product within university schools of business administration.

- Fourty-four percent of the survey respondents offer training in operations research as a separate course on the graduate level; 63 percent on the undergraduate level.

- Fourty-six percent offer O/R training as a required graduate course (as either a separate course of part of another course); 53 percent as a required undergraduate course.

- One out of four respondents indicate that inservice courses in O/R for business practitioners are offered at their institutions (presumably in the form of workshops and/or independent study).

- Ninety-nine percent of the respondents access the computer's role in management and decision making in business as being "somewhat" to "very important."

- Ninety-six percent of the respondents feel that the computer will increase in importance in O/R over the next five years.

- o Eighty-eight percent of the respondents report that computer terminals are accessible to students for training in O/R.

QUESTION: Is there a need for such a product as Data Management and Decision Making?

There appears to be a strong need for such training products that are an improvement over current materials.

- Those subjects making up Data Management and Decision Making parallel the areas currently being taught in O/R:

  70 percent of respondents teach Operations Research Introduction

  74 percent of respondents teach Linear Programming

  54 percent of respondents teach Computer Simulation

  60 percent of respondents teach PERT/CPM

  60 percent of respondents teach Queueing Theory

- Only 11 percent of respondents indicate that they are satisfied with the quality of currently available training materials in O/R.

QUESTION: Who is the market for Data Management and Decision Making?

Within schools of business administration and the private sector, the markets or target user audiences appear to be:

- Professors of business administration, primarily at educational institutions having student enrollments of 1,000 to 10,000

- Special interest groups (corporations, professional organizations and governmental agencies providing inservice)

- Postsecondary institutions offering inservice training to business practitioners and others

CONCLUSIONS: The level of training in O/R among business administration students is extensive, and institutional attention to inservice is substantial. Also, the subjects offered (linear projects) are in line with expectations. Combining these important factors with the lack of satisfaction among professors of business administration in materials for training in O/R and projections of importance of computer use in O/R marks this category as a primary target audience for promotion and potential sale/use of Data Management and Decision Making.

SELECTED COMMENTS FROM USER AUDIENCES SURVEYED

Virtually all the college personnel, most school superintendents and about half the teachers signed their names and addresses to the otherwise anonymous questionnaire indicating their desire to be kept informed about the computer training materials when they become available.

Many of each group also added comments; favorable, almost without exception. Following are representative remarks:

Professors of Educational Administration

A timely study.

--Harvard Graduate School of Education

Would be useful in the courses in Educational Planning and Futurism that I teach.

--Eastern Michigan University

It is most important to have materials in this area which are aimed at the educational administrator and which first answer his question of why he needs to know about computer topics and then what. I recommend hands-on use.

--Temple University

I am familiar with courses developed by the Northwest Laboratory. We need a demonstration system to go with them.

--University of Nebraska

We are a relatively new institution and need to become more involved in this area.

--Auburn University, Montgomery

We would be most interested in testing this material.

--Monmouth College, New Jersey

I see great potential for the computer in decision making.

--Loras College, Iowa

I will be delighted to test this material. Please contact me when it is ready.

--University of Tennessee

Computers are vital tools in administration, and I would like to see more materials developed in this area.

--University of Washington

We are using your material on a limited basis and will use it full time when it is printed.

--Northern Arizona University

Professors of Teacher Education

Please send further information when it is ready.

--Providence College, Rhode Island

There is no doubt in my mind that we are going to see major shifts in the Directed Teaching arrangement within the next ten years. This is an area where computer-assisted instruction can be in the forefront.

--Western Michigan University

When will these courses be ready?

--College of Education, University of Idaho

Many institutions need information and training on the availability and usage of the computer.

--Pacific College, California

We will install a new university computer and have terminals available for student use this fall. We will be able to include it in our courses.

--Lamar University, Texas

We are purchasing terminals this summer.

--Idaho

I am most interested in any materials that you develop along this line.

--Appalachian State University, North Carolina

Professors of Business Administration

We have just begun an O/R program in our mathematics department. We expect this to grow over the years.

--St. Ambrose College, Iowa

I would like to have information on the development results and also on the materials.

--University of Alabama

The importance of the computer will increase very much over the next five years. I hope it comes with more applications.

--Duke University, Durham, North Carolina

Superintendents of Schools:

I would appreciate a phone call when the materials are ready.

--St. Paul, Minnesota

Software for computers should have a big demand here in two years.

--Castro Valley, California

We have computer-assisted instruction at both elementary and secondary levels.

--Houston, Texas

We need training of staff to use the computer and would purchase appropriate developed material at a cost we can afford.

--Travis, California

We just installed a computer and hope to use it for instruction.

--California

A computer is being installed for business and education use.

--Lansing, Michigan

Teachers

Will there be any pilot programs up in my area? If so, I am very interested.

--Vicksburg, Mississippi

Use of computers in secondary schools is coming about at too slow a pace.

--Garland, Pennsylvania

We are behind the times in the instructional use of computers. I would be most interested in the materials.

--South Carolina

I would be very interested in inservice training.

--Ansonia, Ohio

I would appreciate any material that would help junior high school students become acquainted with computers.

--Memphis, Tennessee

NORTH CAROLINA STATE UNIVERSITY | AT RALEIGH

SCHOOL OF EDUCATION

DEPARTMENT OF
CURRICULUM AND INSTRUCTION
402 POE HALL 27607
PHONE: (919) 737-3221

July 16, 1976

Office of Marketing and Dissemination
Northwest Regional Educational Laboratory
710 S. W. Second Avenue
Portland, Oregon 97204

Dear Sir:

Enclosed you will find your completed questionnaire and I would definitely like to receive a copy of the survey results. It is my firm belief that materials such as those you have developed and are developing are definitely needed.

I am chairman of a Curriculum Advisory Committee for Education for CONDUIT, a NSF supported project, whose purpose is to facilitate use of instructional computing at the collegiate level. Our committee is currently completing a nationwide survey of schools and departments of education to identify levels of computer use and specific materials and applications. The purpose of this survey is to produce a "State of the Art" report for the education discipline. This report will include the results of the survey of use and specific applications, a listing of identified materials, a bibliography of relevant literature and a listing of projects engaged in the production and sources of computer-based materials designed to aid in preparation of professional educators.

The purpose of this letter is to request a list of the materials that you currently have available and are developing for inclusion in our report. Also to notify you that we will be including the Laboratory in our list of current projects.

I look forward to receiving the results of your survey. If there is any additional way that I can be of assistance to you and your efforts please feel free to contact me.

Cordially,

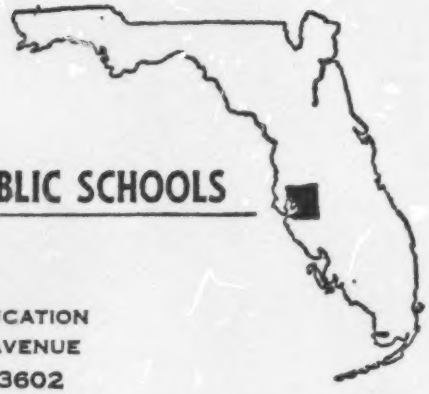
David R. Kniefel
Assistant Professor

DRK:bab

Enclosure

107

North Carolina State University at Raleigh is a constituent institution of the University of North Carolina



HILLSBOROUGH COUNTY PUBLIC SCHOOLS

DEPARTMENT
OF
EXCEPTIONAL CHILD EDUCATION
411 EAST HENDERSON AVENUE
TAMPA, FLORIDA 33602

SUPERINTENDENT OF SCHOOLS
RAYMOND O. SHELTON

JACK R. LAMB
DIRECTOR

August 4, 1976

Mr. Lawrence D. Fish
Executive Director
Northwest Regional Educational Laboratory
710 S.W. Second Avenue
Portland, Oregon 97204

Dear Mr. Fish:

I have received your letter of July 9, 1976 and the attached "Survey of School District Superintendents."

Our school district has a very comprehensive in-service training program and we do utilize computers for various administrative tasks and as an aid to instruction.

Sincerely,

Paul E. Rich, Supervisor
Programs for the Socially Maladjusted

PER/lrc

PANHANDLE STATE UNIVERSITY GOODWELL, OKLAHOMA 73939

July 21, 1976

Dr. Lawrence D. Fish
Executive Director,
Northwest Regional Educational Laboratory
710 S.W. Second Avenue
Portland, Oregon 97204

Dear Dr. Fish:

The Survey of Professors of Teacher Education on the use of the computers in instruction in the schools has been completed for this institution and is enclosed.

I strongly believe that the use of computers as an instructional tool should be expended in all areas of education. I feel very frustrated because I am associated with an institution whose resources are very limited and a very low priority is established for computer use in all areas of instruction and administration.

Sincerely yours,

Royal H. Bowers

Royal H. Bowers
Dean of Instruction

RHB:dm

Monterey Peninsula Unified School District
POST OFFICE BOX 1031 MONTEREY, CALIFORNIA 93940 (408) 649-7011
JAMES C. HARRISON, Superintendent

BOARD OF EDUCATION
Lonnie G. Ayers
Linda Lee Bassett
Ted Cunningham
G. Gervaise Davis III
Sam Karas
Thomas Knauf
Mary Lou Stutsman

July 27, 1976

Mr. Lawrence D. Fish, Executive Director
Northwest Regional Educational Laboratory
710 S. W. Second Avenue
Portland, Oregon 97204

Dear Mr. Fish:

I was very interested in your survey regarding the possible application of data processing to a school district. We are presently very active in both management and instructional use of computers. We would be very eager to work with you in further application of this technology.

I look forward to hearing from you.

Sincerely,

James C. Harrison
Superintendent

JCH/gm